

LASH LA RUE WESTERN

"king of the bullwhip"

LASH LA RUE

WESTERN

Nº 51

A CHARLTON PUBLICATION

10¢



IN THIS ISSUE... **LASH LA RUE...**
THE FLASHING, LASHING,
TWO-GUN COWBOY OF
TV AND SCREEN in
"TWO KILLERS"

\$100,000 RING SALE

SELLING ENTIRE LOT — SAVINGS TO 60%!

ANY
RING

YOUR
CHOICE

1⁹⁸

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IMPORTED SIMILE STONES!

Get they go—every ring in stock—at the incredibly low price of 1.98—while supply lasts! Do not confuse with cheap, gaudy variety. These are superbly executed rings by jewelry craftsmen—real masterpieces of design! All are Simile stones, quality made in Europe!

Wear any ring 5 days at our risk! You must be delighted or your money comes back! RUSH ORDER TODAY with this strip of paper to show ring size. Get several for gifts—while this amazing offer holds good!



The Windsor

A refined men's ring of superb craftsmanship with matching Parado Ruby & Diamonds. No. 408—only 1.98.



Star Studded

3 GIANT Parado Diamonds—a ring for well-dressed men! Glorious electro gold plated. Parado & Simile! No. 362. Reduced to 1.98.



Royal Peacock

Gleaming! The 12 diamond ring sparkling! Vibrant. Design, with color setting. No. 310. Only 1.98.



Mosaic Ring

A door opener! Mosaic ring in gold relief is superb! Set-top ring. Paved by 2 imported pseudo Diamonds. Gold color band. No. 323. 1.98.



"Big 5" For Men

Extra heavy! 5 Parado Diamonds—hard to tell from real! Gold plated. Big size reduction! No. 308. Only 1.98.



Cocktail Cluster

Looks like \$200 cocktail ring! 12 fine pseudo diamonds & more. Gold color metal. No. 346. 1.98.



Modern Wedding Ring

Beautifully enhanced by Rose-gold metal. In natural gold color. No. 381. 1.98.



Men's Initial Ring

Your initial in 3-D relief on pseudo metal. Backed by 8 imitation diamonds. A real winner! No. 481. Only 1.98.



Romantic Friendship

Women, too, proud wearing this romantic friendship ring! Same as designed ring setting for \$200. No. 309. Only 1.98.



Lifetime Bliss

Looks elegant! Attachment! 5 top! Ring! Pseudo diamonds. Metal! Gold color band. Perfect beginning for courtship! No. 357. 1.98.



Chief Geroelme

Steady, with heavy men's ring. 5 Dimensional head is fine example of imported 12-dia. craftsmanship! Gold plated. No. 331—only 1.98.



Eternal Love

Gorgeous ring—12 sparkling Parado Diamonds. Natural gold color bands. 1.98 each ring. Both for 3.98. No. 311.



Eternity Hearts

Friendship ring of delicate beauty is cherished for heart! "Hope" simulated! Pseudo. Simile! Heavy Gold color band. No. 412—1.98.



Twice Charming

A ladies ring that out-does also some expensive ones! Lovely hearting band, set with 5 large & 4 small pseudo diamonds. No. 387. 1.98.



Broadway

A real men's ring! 8 extra large brilliant imitation diamonds on 14 K. rolled gold piece heavy band. No. 411. 1.98.



The Sparkler

This brilliant pseudo Diamond appears to be an real! Large circular sparkle on 14 K. rolled gold piece band. No. 326. Only 1.98.



Years Ahead

Excellent Wedding Set. Band & matching cut design Pseudo Diamonds. Silver ring 1.98 each. Both for 3.98. No. 304.

U. S. DIAMOND HOUSE, Dept 155-D-300

352 Fourth Ave., New York 10, N. Y.

RUSH me the rings I have indicated by number below—ON 5 DAY FREE TRIAL... Money Back Guarantee. I enclose 1.98 for each ring. (Send this paper strip to show ring SIZE.)

NUMBERS.....

NAME.....

ADDRESS.....

CITY.....

ZONE.....

STATE.....

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LASH La RUE WESTERN

The following outstanding magazines are easily identified on their covers by the words a CHARLTON PUBLICATION:
 ACTION ADVENTURE • COMBAT WESTERN HEROES • CRIME AND JUSTICE • FUNNY ANIMALS • THE BOY AND EVERYBODY • HAUNTED • HOT RODS AND RACING CARS • ZOO Funnies • LASH La RUE WESTERN • ROCKY LANE WESTERN • SAGGY SQUAD • SIX-GUN HEROES • BO-LINE SECRETS • TV TRIPS • THE TROOP • NOT LITTLE MAGGIE • STRANGE SUSPENSE STORIES • SWEEHEARTS • TEX RITTER WESTERN • TRUE

Every effort is made to insure that these series magazines contain the highest quality of wholesome entertainment.

LASH La RUE

SOLVES THE MYSTERY OF THE

ROAST BEER SANDWICH 10¢

LASH La RUE JUST DELIVERED THE SILVER ANNE PAYROLL TO THE FOREMAN! I'D SURE LIKE TO GET MY HANDS ON ALL THAT MONEY...

SO WOULD I, LUKE... BUT WHO'D HAVE THE NERVE TO STEAL IT WITH La RUE AROUND?

TWO KILLERS

STORY: CAMPBELL AND JIMMY HARRIS

HERE COMES A GUY THAT GIVES ME AN IDEA!

YOU HEAR THE NEWS, BENNY? FOREMAN OF THE JACKSTAW MINE IS LEAVING TOWN WITH THE PAYROLL THIS MORNING...

NO FOOLIN'? MUST BE A LOT OF MONEY IN THAT PAYROLL!

UH-HUH... AND IT'LL BE A CINCH TO SWIPE IT! WHEN THE FOREMAN LEAVES FOR THE MINE, HE'S GOTTA GO UP THROUGH SKULL CANYON! YOU COULD AMBUSH HIM, EASY UP THERE!

WHEN'S HE LEAVING? I'LL GET UP THERE AHEAD OF HIM!

WHAT'S THE IDEA OF TELLING ALL THAT TO BENNY? IF MR. ROGS THE PAYROLL, WHAT GOOD IS IT GONNA DO US...?

LEAVE IT TO ME, PATE! JUST DO LIKE I TELL YOU... AND I'LL SPLIT IT WITH YOU!

LASH La RUE WESTERN

TWO HOURS LATER, IN SKULL CANYON ...



WE'LL BE AT THE MINE IN AN HOUR ...

CAN'T BE TOO SOON TO SUIT ME!



REACH, YOU HOMBRES!

IT'S A HOLDUP...!

BUT BEFORE THE GUARD'S GUN CLEARS HIS HOLSTER...



GUILD! DON'T SHOOT, MISTER! TAKE THE MONEY!



HUH! NOTHIN' HARD ABOUT THAT...

MEANWHILE, IN TOWN ...



BY NOW THE DOPE SHOULD HAVE ROBBED THE MINE PAYROLL! TIME TO GET THINGS STARTED...

COME QUICK, MARSHAL ... THE FOREMAN OF THE SILVER MINE WAS HELD UP AND THE GUARD SHOT!

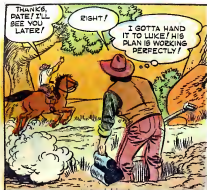


DID YOU SEE IT, LUKE?

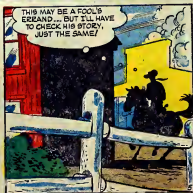
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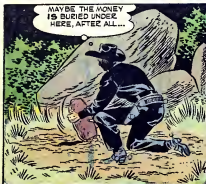
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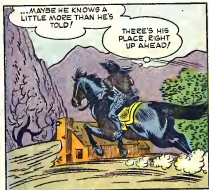
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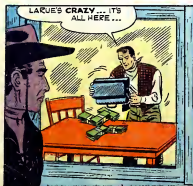
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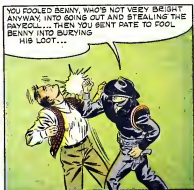
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Lash LARUE

IN HIJACKED!

I'M SHORE GLAD
THE FARGO COMPANY SENT
YOU ALONG TO PROTECT THE FIVE-
THOUSAND DOLLAR ARMY PAYROLL WE'RE
CARRYING, WITH ALL THE HIGHWAY ROBBERIES
WE'VE BEEN HAVING.
IT'S DOUBTFUL IF
WE'LL EVER REACH
FORT GALUM!

WE'RE ONLY TEN MILES
FROM THE FORT! I RECKON
WE'LL MAKE IT ALL RIGHT!
RIDERS UP AHEAD!
KEEP YOUR GUN
READY!



LASH La RUE WESTERN



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HAH! HAH! HAH! HAH! HAH!

WHAT ARE YOU LAUGHING AT?

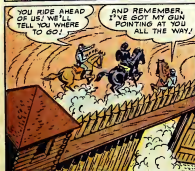
THE LAUGH'S ON YOU! THERE HAVE BEEN SO MANY HOLDUPS THAT THE FARGO COMPANY PUT WORTHLESS PAPER IN THE MONEY BAGS! THE FIVE THOUSAND DOLLARS IS HIDDEN IN THE COACH AND ONLY I KNOW WHERE IT IS!



WE'LL TAKE YOU WITH US TO THE HIDE-OUT AND YOU'LL SHOW US WHERE THE MONEY IS HIDDEN, OR YOU'LL GET A BULLET IN YOU!

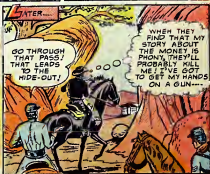
I'VE GOT YOU COVERED, SO DON'T TRY ANY TRICKS!

IT WORKED!



YOU RIDE AHEAD OF US! WE'LL TELL YOU WHERE TO GO!

AND REMEMBER, I'VE GOT MY GUN POINTING AT YOU ALL THE WAY!



GO THROUGH THAT PASS! THAT LEADS TO THE HIDE-OUT!

WHEN THEY FIND THAT MY STORY ABOUT THE MONEY IS PHONY, THEY'LL PROBABLY KILL ME! I'VE GOT TO GET MY HANDS ON A GUN----



---AND THIS IS MY OPPORTUNITY!



HE'S GOT MY GUN!

LASH La RUE WESTERN



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LASH LARUE

ALSO APPEARS
IN

SIX-GUN HEROES

10¢ ON SALE AT YOUR FAVORITE NEWSSTAND 10¢

LASH La RUE WESTERN



FOUR-FOOTED SHERIFF



A RED ROAN Western Yarn



IT WAS MID-SUMMER and it had not rained for three months. The desert sun beat down relentlessly. Soon every water hole in the hills was dry, a bed of caked, cracked mud. Formerly green slopes had been turned by the drought into barren gray hillsides.

Red Roan, king of the wild horses realized that he would have to act fast to save his herd.

Rapidly, as it became impossible to find water and grazing, the colts and mares that acknowledged the great red stallion as their chief were growing weaker. They would die without food and water. Red Roan pondered the problem, his great dark eyes searching the horizon, and his nostrils probing the air for the scent of life-giving rain.

Then, suddenly, an idea came to the roan stallion.

"Why not go to the ranch of Rob Raeburn? There is water there and grazing in plenty. And there we will be safe."

Alone of all humans, Red Roan trusted Rob Raeburn.

Months before, the young rancher's life had been saved from a furious grizzly by the scarlet horse's quick action. Since then, the two had befriended each other several times. Red Roan knew that if he could lead his herd down to Raeburn's ranch, they would be permitted to graze there safely until the drought was over. With the extensive irrigation system he had built, and the deep wells he had dug, Rob Raeburn was sure of having water, even during the worst dry spell.

Now Red Roan swung about and faced his herd. His neck arched, he flung his head back in a loud whinny to command all his herd. "Follow me!" the command was and the herd obeyed.

PERHAPS IF the great stallion had known what was waiting for him on the ranch, he would not have been so confident. But how could he have known that he was heading for trouble—bad trouble—in the person of Faro Skale?

Big and powerful, with hands like hams, mighty shoulders and tiny gimlet eyes, Skale was wanted by the sheriffs of a dozen Western towns. Robbery, kidnapping, gun-killing . . . it was all one to him. But now

the string had almost run out for Faro.

For the past three days, he had been pursued by a sheriff's posse. And just as he thought he had opened up a safe gap between himself and the lawmen, his horse had stumbled in a gopher hole and fallen, breaking its leg.

Furious, Faro Skale had shot the critter and gone on, taking his bridle and reins with him. On foot, he would not have a chance in the world of escaping from the posse. But if he were to come across some grazing horses, or a string left unguarded in a corral, he would still have a chance. Suddenly, as he trudged along the prairie under the relentless glare of the sun, Faro Skale paused. His eyes narrowed, as he stared ahead.

"Is that a mirage . . ." He bit the words off slowly. "Or am I really looking at a wild horse herd."

It was no mirage.

LUCK had broken for the outlaw. For just as he came over the prairie, Red Roan had led his herd down from the hills to Rob Raeburn's ranch. The wild horses were approaching a broad irrigation ditch. Scenting the water, they began to lope forward excitedly, eager to drink their fill.

At a distance, Faro Skale began to grin. "Judging from his size," and from the way he moves," he husked to himself, "that big red stallion is lightning for speed. An' ordinarily I'd have about as much chance of catching him as being elected sheriff in these parts." Then he took a lariat from his belt and began to coil a loop. "But with him playing police on that herd, he's liable not to be keeping his eyes open. Which may pan out for me."

Moving as carefully and quietly as possible, the outlaw came up behind the wild horse herd.

When the herd began to move down the bank toward the water, Red Roan knew he was in for trouble. For, tormented by thirst, they forgot all caution and plunged their heads under the surface, gulping great draughts of the precious fluid. They were so thirsty that they were ready to continue drinking until they were distended and bloated.

Red Roan knew by instinct and experi-

ence that if he permitted this to happen, many of the herd would die.

So, neighing angrily, he lunged down among them, thrusting them away from the water, pushing them up on the bank. Again and again he did this, until, their thirst partially quenched, the herd was no longer in danger of over-drinking. Only then did Red Roan dip his own head in the water.

It was this moment that Faro Skale had been waiting for.

ALL along, he had been creeping toward the ditch. As Red Roan drank, the outlaw sprang forward. When the stallion lifted his head, Skale flung the lasso. It settled gracefully about the roan's velvety neck. With a neigh of alarm, Red Roan tried to pull away.

But the rope tightened swiftly. Faro Skale wound the other end around a tree by the canal's edge, using it as a snubbing post. Red Roan was captured.

The outlaw picked up a heavy stick that lay by the tree. Red Roan reared back, his forelegs lashing out in panic.

"You would, eh?" Skale snarled. "Try this, then!"

Brutally he struck the horse again and again. Eyes white with fright, Red Roan pulled away, trying desperately to break away from the rope that held him. But as he circled backward, he was pulled in closer and closer to the tree, till he could back away no longer! Then Faro Skale picked up the bridle and reins he had taken from his own horse.

"Ordinarily, I'd take longer to do this," he muttered. "But right now, with that posse coming up behind, I'm in a hurry! Just remember, bronc, no hoss has ever kept Faro Skale off'n his back . . . and lived!" His hand tightened on the stick. "Here goes."

MILES AWAY, the posse had reached the spot where the outlaw's horse had been killed. Then, following the trail his boots had made on the prairie floor, they moved forward at a faster pace. One of the riders was Rob Raeburn, who had been in town when the posse was formed.

Raeburn rose in his stirrups.

"We're coming close to my spread, gents," he said. "I'm willing to bet a loped mule that Skale has holed up around here . . . or that he's made a play for one of my remuda. He can't keep going on foot for long!"

Suddenly, the rancher's keen eyes squinted. He pointed off in the distance "Look! There—by the canal. That horse. It's the

wild stallion, Red Roan! And the man on him is Faro Skale! If he's riding Red Roan, we'll never catch him!"

Spurring their mounts, the posse riders sped forward.

Faro Skale saw them coming. His broad face wrinkled into a grin, and he slashed his quirt against the scarlet roan's side. It had taken him a half hour of cursing, and flailing, to get the stallion used to a man on his back. But finally, Red Roan had stood still, permitting him to mount.

"Let's go!" Skale shouted, cutting the rope that pinioned the horse to the tree. He kicked his heels into the wild horse's side. "Let's move!"

Red Roan's ears flattened back as the outlaw gave him his rein. He was free again, free save for the hateful burden on his back. All at once, he plunged forward, long legs reaching out in a ground covering stride. Faro Skale laughed aloud in triumph.

"Look at him go," groaned one of the men in the posse. "We'd need wings to catch that critter!"

But a moment later, the lawmen gasped as they saw what was happening. Swerving at once, Red Roan was coming toward them, galloping at top speed. Straddling him, Faro Skale was shouting furiously, sawing with all his might at the reins, and lashing the horse's hide. But the red stallion would not be turned.

Over the prairie he came, straight toward the posse riders.

When he was within fifty yards of them, he skidded to a split-second stop. Then, scarlet mane waving, and neck twisting like a piece of wire, he flung himself into the air. Crowhopping, sunfishing, leaping, turning, he bucked like a thing possessed. Faro Skale was a good rider, but no man could have ridden Red Roan at that moment. Losing his seat, the outlaw plummeted to the ground, hitting it with a mighty thud. There he lay, half-stunned, waiting for the posse to come and pick him up.

ROB RAE BURN lifted his Stetson, grinning. Red Roan had turned, and was cantering toward the canal where the rest of his herd waited.

"Thanks!" the young rancher shouted. "Thanks for being a four-footed sheriff."

THE END

BIG BOW AND LITTLE ARROW

"ON THE RIGHT TRACK"

WHO IN TARNATION
STARTED THE MEN LAYING THE
TRACKS IN THIS HYAR
DIRECTION?

ME, LITTLE ARROW, DO! PRETTY
SMART, HUH? NOW ME PRETTY CLOSE TO
MY HOUSE WHEN FINISH
WORK!



AND MY CONSTRUCTION COMPANY WILL BE
PRETTY CLOSE TO BANKRUPTCY, IF WE
HAVE TO RIP UP THEM THAR RAILS
AND LAY THEM AGIN!!



THE ONLY REASON WE DIDN'T RUN THEM
THROUGH THE TOWN IN THE FIRST PLACE
IS BECAUSE THERE ISN'T
AN INCH OF OPEN
SPACE!

IF NO LIKE
WAY ME WORK, GIVE
ME WHAT'S COMING TO
ME AND ME QUIT!!



THIS IS ALL THAT'S
COMING TO YUH!

UGH! ME NO MEAN
THIS! ME MEAN
BACK PAY!!



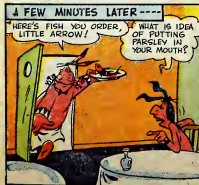
FIRE'D AGAIN! (GRUNT!) NOW STILL
HAVE NO MONEY TO
GET FOOD!



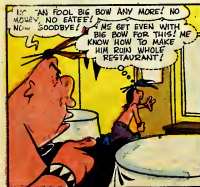
BIG BOW'S
RESTAURANT

NOW
OPENED

LASH La RUE WESTERN



LASH La RUE WESTERN



LASH LaRUE WESTERN





LASH La RUE WESTERN

BUT THE BANK CLERK WASN'T COMPLETELY KNOCKED OUT...

MY HEAD FEELS LIKE IT'S BEEN SPLIT IN TWO! BUT I'VE GOT TO SEE IF I CAN REACH THE SHERIFF'S OFFICE!



MEANWHILE, AT THE SHERIFF'S OFFICE...

GOODBYE, LASH! RIDE OVER TO SEE ME AGAIN, SOON! WE CAN---DID I HEAR SOMEONE CRY FOR HELP?

HELP! SHERIFF!

YES, IT CAME FROM OVER THERE!



LATER, IN THE SHERIFF'S OFFICE...

BANK ROBBERS! YOU GET HIM TO A DOCTOR WHILE I RUSH OVER TO THE BANK!

OKAY, LASH! IT'S A LUCKY THING FOR ME YUH DIDN'T LEAVE EARLIER!



MEANWHILE....

IT'S NO USE, GUFF. I CAN'T OPEN IT!

THAT'S WHY I BROUGHT THE DYNAMITE ALONG, GADSBY! WE'LL BLOW IT OPEN AS SOON AS I LIGHT THE FUSE!



AT THAT MOMENT....

SNUFF OUT THAT DYNAMITE FUSE! I'VE GOT THE TWO OF YOU COVERED!

WE'RE TRAPPED!



THE LAWMAN HAS HIS CHOICE---

---OF CHASING US OR TRYING TO GET RID OF THE DYNAMITE BEFORE IT BLOWS UP THE ENTIRE BANK!

I CAN'T LET THE BUILDING BE DESTROYED! I'LL HAVE TO LET THOSE OWLHOOTS GET AWAY!



ALL THE FUSES ARE LIT NOW! I'LL HAVE TO FIND SOME SAFE PLACE TO THROW IT BEFORE THEY ALL GO OFF! AND IF I'M NOT MISTAKEN, I SAW AN EMPTY LOT CLOSE BY WHEN I RUSHED OVER HERE!



LASH La RUE WESTERN



AND LASH DOESN'T GET RID OF THE BURNING DYNAMITE ONE SECOND TOO SOON.....

THOSE VARMINTS ARE PROBABLY TRYING TO GET OUT OF TOWN AS FAST AS POSSIBLE! I'M GOING TO GET THE SHERIFF TO ORGANIZE A POSSE TO BLOCK OFF ALL THE EXITS FROM TOWN! WE MIGHT STOP THEM YET IF WE CHECK ON EVERYONE LEAVING MONTADO!



SHORTLY AFTER.....

I RECKON WE'RE FAR ENOUGH AWAY FROM THE BANK! WE CAN TAKE OUR MASKS OFF NOW, GADSBY!



OKAY, GUFF, BUT I OPINE WE SHOULD GET OUT OF TOWN AS FAST AS POSSIBLE!

I THINK THAT LAWMAN WILL HAVE ALL THE ROADS LEADING OUT OF MONTADO BLOCKED OFF! WE'LL BE SAFER IF WE LEAVE IN THE MORNING WHEN THEY'VE STOPPED LOOKING FER US!



THE NEXT MORNING AS THE TWO OUTLAWS START TO LEAVE MONTADO.....

LOOK AT THAT SIGN, GADSBY!



WHAT ABOUT IT? WHY IT JUST GAVE ME AN IDEA HOW WE CAN STILL ROB THIS BANK, ONLY WITHOUT TROUBLE THIS TIME! ALL WE HAVE TO DO IS MAKE UP SOME PHONY REFERENCES ABOUT ME!



LATER, IN THE MONTADO BANK.....

....AND SINCE ONE OF MY MEN WAS HURT IN AN ATTEMPTED ROBBERY NYAR LAST NIGHT, AND WILL BE OUT FER A FEW WEEKS, I NEED A TEMPORARY TELLER TO FILL IN UNTIL HE GETS BACK!



THAT'S ALL RIGHT WITH ME, MR. BILLINGS! I'M WILLING TO TAKE THE JOB EVEN IF IT IS ONLY TEMPORARY!

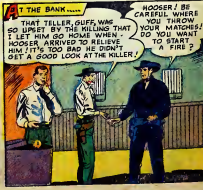
WELL, YORE-REFERENCES ALL SEEM FINE, SO I RECKON THERE ISNT ANY REASON WHY I SHOULDN'T HIRE YUH! NOW COME WITH ME, AND I'LL INTRODUCE YUH TO THE REST OF THE STAFF!



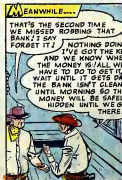
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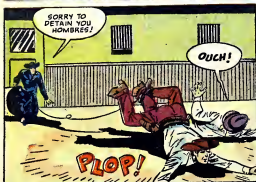
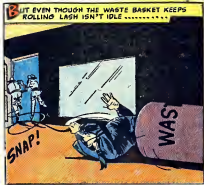
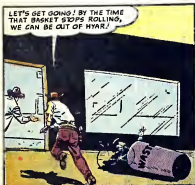
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JUNGLE INTRIGUE! MYSTERY! ADVENTURE!..IN

NYOKA
 the JUNGLE GIRL
 PRESENTED IN
 ZOO FUNNIES



10¢ LOOK FOR EACH EXCITING ISSUE ON YOUR FAVORITE NEWSSTAND 10¢



Why Just WISH for the Things You Want? MAKE EXTRA MONEY

It's Easy—Fast—and FUN, Too!

Use Your Spare Time Pleasantly To Make \$50.00, \$100.00
or More Showing These Exclusive Big-Value

Wallace Brown Christmas Cards

Why not do as thousands of other folks do? No need to wish for extra cash to buy the things you want. You can make money so easily just by showing the famous balanced assortments of beautiful Wallace Brown Christmas Cards to your friends, neighbors, relatives, co-workers, fellow church and club members. They'll love this convenient way to order Christmas cards at home and they'll be delighted with the beauty, value and variety offered them. Among this big nationally famous line of over 50 money-makers are the two shown here... the sensational, big-value 21 card "Feature" Christmas Assortment and the gay and clever Merry Christmas Comics Assortment. They sell for only \$1.00 each and you make up to 50¢ profit on each box!

Big Line of Over 50 Thrilling Money-Makers!

You need no experience... and you have so much to offer to bring you extra cash. There are exciting Christmas Assortments like the luxurious Golden Parchment, the delightful Christmas Velvet, exquisite Scripture-Text Religious Assortment, beloved Currier and Ives scenes... Gift Wrappings and Ribbons too! In addition, a complete line of exquisite Everyday cards for Birthdays, Get Well and other occasions. Also Children's Books, Impaired Nodkins and many novelty Gift items! They all spell Extra Money for you!

SEND NO MONEY to Get Actual Samples

See for yourself how much money you'll make. Mail Coupon TODAY for "Feature" 21 card Christmas Assortment on approval and FREE samples of low priced name-imprinted Personal Christmas Cards. We'll also include FREE, our beautiful, big, full color catalog of the entire Wallace Brown line to start you making extra money immediately.

—Raise money! Fill your treasury with cash by taking orders for Wallace Brown Cards and Gift Items from members and friends. Check coupon for details of fund-raising plan and actual sample assortment on approval.

225 FIFTH AVENUE, DEPT. S-123
NEW YORK 10, NEW YORK

Paste this coupon on a postcard or mail in envelope for actual samples. **SEND NO MONEY**

WALLACE BROWN, INC., Dept. S-123
225 Fifth Avenue, New York 10, N. Y.

Please rush "Feature" 21-Card Christmas Assortment on approval, free Samples of Special Value "Personals" and FREE full-color illustrated Catalog of entire Wallace Brown big-profit line.

Name _____

Address _____

City & Zone _____

State _____

Check here for Organization Plan ☐ **NO MONEY**



Popular Priced PERSONALS too!

**ACTUAL SAMPLES
FREE!**



Make even more money! Nothing else like them anywhere—four groups of outstanding Special Value Name-imprinted Personal Christmas Cards... distinctive styling, low prices... for every taste and taste... Traditional, Religious, Cuts, Formal, Currier and Ives... exclusive designs, luxury papers, including rich, deep-lined Swedes and genuine Parchment Cards. They sell as rapid! WE DELIVER DIRECT TO YOUR CUSTOMERS AND WE PAY POSTAGE. Coupon brings you Actual Samples FREE.

**Hi
Pal!
Win
\$100**
as I
just
did!

Come on, Buddy, Quit being a BAG-of-BONES Weakling like I was

IN 10 MINUTES OF FUN A DAY **YOU Can do ALL I did!**

I gained **25 Terrific LBS.** of **HANDSOME POWER-PACKED MUSCLES** all over!

I improved my **HE-MAN LOOKS 1000%**

I won **NEW STRENGTH** for money-making work!
for WINNING at all SPORTS!

I won **NEW POPULARITY** with NEW FRIENDS, BOYS & GIRLS
NEW CHANCES for BUSINESS SUCCESS



YOU CAN WIN
a BIG 15" SILVER CUP
as I just did!
with YOUR NAME
engraved on it!

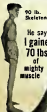


**JIM NORMAN
AFTER**

He Mailed Coupon
Below is Cleveland

BEFORE

He Mailed Coupon



90 lb.
Skeleton

He says,
I gained
70 lbs.
of
mighty
muscle

Mail the
"ALL
FREE"
coupon
get this
"AMAZING
SECRETS"
Photo Book

You'll LOOK, FEEL,
ACT, like A Real
HE-MAN! Win Women
and Men Friends.
Win in Sports!
Win Promotions,
Praise, Popularity.

This BOOK will also show You HOW YOU
CAN WIN \$100.00 and a BIG 15" tall
SILVER TROPHY (Your Name On It)

How did I do ALL This? I
mailed the Coupon and got
These **5** PICTURE-PACKED
HE-MAN COURSES

which YOU can NOW get FREE

BEFORE \$1 PRICE GOES BACK
Millions Sold for \$1



"I gained
40 lbs. of
muscles."

1934
John
Sullivan

HOW TO BUILD A
MIGHTY CHEST
By GEORGE F. JEWETT

"I added
7 inches to
my CHEST
7 inches to
each
ARM," says
John
Jackson

HOW TO BUILD A
MIGHTY ARM
By GEORGE F. JEWETT

HOW TO BUILD A
MIGHTY BACK
By GEORGE F. JEWETT

HOW TO BUILD A
MIGHTY GRIP
By GEORGE F. JEWETT

HOW TO BUILD A
MIGHTY LEGS
By GEORGE F. JEWETT

HOW TO BUILD A
MIGHTY CHEST
By GEORGE F. JEWETT

HOW TO BUILD A
MIGHTY GRIP
By GEORGE F. JEWETT

HOW TO BUILD A
MIGHTY LEGS
By GEORGE F. JEWETT

HOW TO BUILD A
MIGHTY CHEST
By GEORGE F. JEWETT

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By GEORGE F. JEWETT

HOW TO BUILD A
MIGHTY CHEST
By GEORGE F. JEWETT

HOW TO BUILD A
MIGHTY GRIP
By GEORGE F. JEWETT

HOW TO BUILD A
MIGHTY LEGS
By GEORGE F. JEWETT

GET
ALL 5
FREE

1

2

3

4

5

"I'm
PROUD
to be
seen
with
Jim
NOW!
Every-
body
admires
his build," says Nellie.
"Jim can lift the front
of a 2700 lb. car.
He amazes his friends!"

You'll be
A Real
ATHLETE
in ALL
SPORTS
Soon
after
YOU
mail
Coupon.

Jim is a WINNER
in ALL SPORTS NOW.
YOU will be, too, soon.

COME ON, PAL, NOW YOU give me
10 PLEASANT MINUTES A DAY
in YOUR OWN HOME like Jim did
and I'll give YOU A NEW HE-MAN BODY
for your OLD SKELETON FRAME

NO! don't care how skinny or flabby
you are I'll make you OVER by the
SAME method I turned myself from a
wreck to the strongest of the strong.
Why can't I do for you what I did for
MANY THOUSANDS of skinny fellows
like you?

Develop YOUR 520 MUSCLES
Gain Pounds, INCHES FAST!

YES! You'll see INCHES of MIGHTY
MUSCLE added to your ARMS and
CHEST. Your BACK and SHOULDERS
broadened. From head to heels you'll
gain SIZE, POWER, SPEED. You'll be A
WINNER in EVERYTHING you tackle.

"Congratulations,
John! At last you
mailed the coupon
as EVERY MAN
should. Soon you'll
be as big and strong
as I am," says
Jim Norman to
John Luckas



LAST CHANCE-ALL FREE COUPON

1. FIVE COURSES 2. MUSCLE MEASUR 3. PHOTO BOOK OF STRONG MEN

Dept. CH-49
Tell Me How To
WIN \$100, etc.

"Seven Courses
Developed by
World's Best
Athlete
As Awarded
by the
A. 1. Author
Physical
Education"

NEWLY INSTITUTE OF PHYSICAL TRAINING
208 FIFTH AVENUE, NEW YORK 1, N. Y.
Dear George: Please send me your FREE Jewett's Photo Book of
Strong Men and a Muscle Measur, plus all 5 HE-MAN Building
Courses. I now to Build a Mighty 1. How to Build a
Mighty Arm 2. How to Build a Mighty Chest 3. How to Build a
Mighty Back 4. How to Build a Mighty Grip 5. How to Build a
Mighty Legs. How to become a Mighty HE-MAN! I enclose FIVE 10c
for POSTAGE and HANDLING INC. C.D. 10.

NAME _____ ADDRESS _____ CITY _____ STATE _____

SAVES you YEARS and DOLLARS!!!

Mail Coupon in Time for FREE offer and PRIZES!

HELLO, BOB - HAVE YOU FOUND THAT UNDERSEAS TREASURE?



HECK NO! THERE'S NO TREASURE DOWN HERE!

GIVEN! BOYS! GIRLS! LADIES! MEN!
WE GIVE YOU **CASH!** OR **PREMIUMS!**

LOOK! LIVE PONY!

Yardens, 2 real, live Ponies for your very own. Just send for BIG catalog for premium plan. MAIL COUPON TO START.



Silver Beams, Radios, Pianos, Kn.

Marbled Clocks, Receptors, Wrist Watches, Mail coupon

ACT NOW!



Beys and Clocks, Wrist Watches, Mail coupon

BE FIRST



WHADDAYA WASTIN' YOUR TIME DOWN THERE FOR?

GOSH, SAM! WHERE DID YOU GET THEM?

WHAT SAM TOLD THEM

AND WITH EACH BOX OF THIS WHITE CLOVERINE BRAND SALVE WE GIVE YOU A BEAUTIFUL ART PICTURE!



FINE! I'LL TAKE 2 BOXES, SAM.



Telescopes, Wrist Watches, Mail coupon

ACT NOW



BOY! ALL THOSE SWELL PREMIUMS AS EASY AS THAT!

HURRY! LET'S SEND IN OUR COUPONS RIGHT AWAY!

THAT'S RIGHT, KIDS! IT'S AS EASY AS FALLING OFF A LOG!



Boys and Girls Bicycles, Alarm Clocks, Footlocks, Blankets, Bibles, Watches, Get BIG catalog for premium plan. MAIL COUPON TO START.



OUR 59th YEAR - WE ARE RELIABLE! MAIL



ACT FAST!

Swiss Made, Flashlights, Cameras, Dresser Sets, 1000 Shot Daisy Air Rifles, Bibles.

MAIL COUPON NOW!

YOU GET BIG CATALOG

Condor Cameras with carrying case. Telescopes, Watches (sent ppd.) SIMPLY GIVE pictures with White CLOVERINE Brand SALVE easily sold to friends, neighbors, relatives at 35c a box (with picture). Alarm Clocks, Aluminum Ware, Bibles, Bibles, Blankets, Movie Machines, Pen & Pencil Sets, Record Players, Roller Skates, Telescopes.



Guaranteed by Best Manufacturing

WE TRUST YOU!

MAIL NOW!

Wilson Chemical Co., Dept. C99, Tyngsboro, Pa. Date: Gentlemen: Please send me on trial 14 colorful art pictures with 14 boxes of White CLOVERINE Brand SALVE to sell at 35c a box (with picture). I will remit amount within 30 days. Select a Premium or keep Cash Commission as explained under Premiums wanted in catalog sent with order, postage paid to start.

NAME _____ AGE _____
ST. _____ NO. _____ BOX _____
TOWN _____ STATE _____
PRINT LAST NAME HERE _____

Place coupon on postal card or mail in envelope today